

RESTATEMENTS AND AMENDMENTS**In the Claims:**

The following is a list of claims currently pending in this application and their current status. This listing of claims replaces all prior versions and listings in this application.

1. (Cancelled)
2. (Previously presented) The method of claim 96, wherein a pair of the good identifier and event identifier attributes associate a single good at a single selling location with one of the plurality of events.
3. (Previously presented) The method of claim 96, wherein a pair of the good identifier and event identifier attributes associate a single good at a group of selling locations with one of the plurality of events.
4. (Previously presented) The method of claim 96, wherein a pair of the good identifier and event identifier attributes associate a group of goods at a single selling location with one of the plurality of events.
5. (Previously presented) The method of claim 96, wherein a pair of the good identifier and event identifier attributes associate a group of goods at a group of selling locations with one of the plurality of events.
6. (Previously presented) The method of claim 96, wherein the attributes of the causal calendar further includes an impact estimate quantity corresponding to the impact of the event on sales.
7. (Previously presented) The method of claim 96, wherein the set of analysis programs is adapted to basic retail goods.
8. (Previously presented) The method of claim 96, wherein the set of analysis programs is adapted to seasonal retail goods.
9. (Previously presented) The method of claim 96, wherein the set of analysis programs is adapted to fashion retail goods.

10. (Previously presented) The method of claim 96, wherein the set of analysis programs operate on daily or more frequent period forecasts.
 11. (Previously presented) The method of claim 96, wherein the set of analysis programs operate on weekly forecasts.
 12. (Previously presented) The method of claim 96, wherein the set of analysis programs operate on pairings of individual goods in individual selling locations.
 13. (Previously presented) The method of claim 96, wherein the set of analysis programs operate on groups of goods in individual selling locations.
 14. (Previously presented) The method of claim 96, wherein the set of analysis programs operate on individual goods in groups of selling locations.
 15. (Previously presented) The method of claim 96, wherein the set of analysis programs operate on groups of goods in groups of selling locations.
- 16-19. (Cancelled)
20. (Previously presented) The method of claim 96, wherein the analytical reports include open to buy reports.
 21. (Previously presented) The method of claim 20, wherein a pair of the good identifier and event identifier attributes associate a single good at a single selling location with one of the plurality of events.
 22. (Previously presented) The method of claim 20, wherein a pair of the good identifier and event identifier attributes associate a single good at a group of selling locations with one of the plurality of events.
 23. (Previously presented) The method of claim 20, wherein a pair of the good identifier and event identifier attributes associate a group of goods at a single selling location with one of the plurality of events.
 24. (Previously presented) The method of claim 20, wherein a pair of the good identifier and event identifier attributes associate a group of goods at a group of selling locations with one of the plurality of events.
 25. (Previously presented) The method of claim 20, wherein the attributes of the

causal calendar further includes an impact estimate quantity corresponding to the impact of the event on sales.

26. (Previously presented) The method of claim 20, wherein the set of analysis programs is adapted to basic retail goods.

27. (Previously presented) The method of claim 20, wherein the set of analysis programs is adapted to seasonal retail goods.

28. (Previously presented) The method of claim 20, wherein the set of analysis programs is adapted to fashion retail goods.

29. (Previously presented) The method of claim 20, wherein the set of analysis programs operate on daily or more frequent period forecasts.

30. (Previously presented) The method of claim 20, wherein the set of analysis programs operate on weekly forecasts.

31. (Previously presented) The method of claim 20, wherein the set of analysis programs operate on pairings of individual goods in individual selling locations.

32. (Previously presented) The method of claim 20, wherein the set of analysis programs operate on groups of goods in individual selling locations.

33. (Previously presented) The method of claim 20, wherein the set of analysis programs operate on individual goods in groups of selling locations.

34. (Previously presented) The method of claim 20, wherein the set of analysis programs operate on groups of goods in groups of selling locations.

35-38. (Cancelled)

39. (Previously presented) The method of claim 96, wherein the analytical reports include markdown management reports.

40. (Previously presented) The method of claim 39, wherein a pair of the good identifier and event identifier attributes associate a single good at a single selling location with one of the plurality of events.

41. (Previously presented) The method of claim 39, wherein a pair of the good identifier and event identifier attributes associate a single good at a group of selling

locations with one of the plurality of events.

42. (Previously presented) The method of claim 39, wherein a pair of the good identifier and event identifier attributes associate a group of goods at a single selling location with one of the plurality of events.

43. (Previously presented) The method of claim 39, wherein a pair of the good identifier and event identifier attributes associate a group of goods at a group of selling locations with one of the plurality of events.

44. (Previously presented) The method of claim 39, wherein the attributes of the causal calendar further includes an impact estimate quantity corresponding to the impact of the event on sales.

45. (Previously presented) The method of claim 39, wherein the set of analysis programs is adapted to basic retail goods.

46. (Previously presented) The method of claim 39, wherein the set of analysis programs is adapted to seasonal retail goods.

47. (Previously presented) The method of claim 39, wherein the set of analysis programs is adapted to fashion retail goods.

48. (Previously presented) The method of claim 39, wherein the set of analysis programs operate on daily or more frequent period forecasts.

49. (Previously presented) The method of claim 39, wherein the set of analysis programs operate on weekly forecasts.

50. (Previously presented) The method of claim 39, wherein the set of analysis programs operate on pairings of individual goods in individual selling locations.

51. (Previously presented) The method of claim 39, wherein the set of analysis programs operate on groups of goods in individual selling locations.

52. (Previously presented) The method of claim 39, wherein the set of analysis programs operate on individual goods in groups of selling locations.

53. (Previously presented) The method of claim 39, wherein the set of analysis programs operate on groups of goods in groups of selling locations.

54-57. (Cancelled)

58. (Previously presented) The method of claim 96, wherein the analytical reports include bottom-up planning reports.

59. (Previously presented) The method of claim 58, wherein a pair of the good identifier and event identifier attributes associate a single good at a single selling location with one of the plurality of events.

60. (Previously presented) The method of claim 58, wherein a pair of the good identifier and event identifier attributes associate a single good at a group of selling locations with one of the plurality of events.

61. (Previously presented) The method of claim 58, wherein a pair of the good identifier and event identifier attributes associate a group of goods at a single selling location with one of the plurality of events.

62. (Previously presented) The method of claim 58, wherein a pair of the good identifier and event identifier attributes associate a group of goods at a group of selling locations with one of the plurality of events.

63. (Previously presented) The method of claim 58, wherein the attributes of the causal calendar further includes an impact estimate quantity corresponding to the impact of the event on sales.

64. (Previously presented) The method of claim 58, wherein the set of analysis programs is adapted to basic retail goods.

65. (Previously presented) The method of claim 58, wherein the set of analysis programs is adapted to seasonal retail goods.

66. (Original) The improvement of claim 58, wherein the set of analysis programs is adapted to fashion retail goods.

67. (Previously presented) The method of claim 58, wherein the set of analysis programs operate on daily or more frequent period forecasts.

68. (Previously presented) The method of claim 58, wherein the set of analysis programs operate on weekly forecasts.

69. (Previously presented) The method of claim 58, wherein the set of analysis programs operate on pairings of individual goods in individual selling locations.

70. (Previously presented) The method of claim 58, wherein the set of analysis programs operate on groups of goods in individual selling locations.

71. (Previously presented) The method of claim 58, wherein the set of analysis programs operate on individual goods in groups of selling locations.

72. (Previously presented) The method of claim 58, wherein the set of analysis programs operate on groups of goods in groups of selling locations.

73-76. (Cancelled)

77-95. (Cancelled)

96. (Currently amended) A computer-implemented method of generating reports from forecasted simulated unit inventory and unit sales on a bottom-up per-selling location basis for a multitude of items at a plurality of retail selling locations, including:

modeling unifying treatment of promotion and non-promotion factors that impact demand across the items and the retail selling locations and that impact particular items at particular selling locations by tracking a plurality of promotion factors and a plurality of non-promotion factors with a causal event calendar, which is a data structure stored in computer readable memory, a plurality of retail event types that have differing impacts on demand, wherein an event data tuple for an event in the causal event calendar includes at least a good identifier, a retail selling location identifier, a start date, a stop date and an event type identifier;

forecasting unit inventory and unit sales at a per-item, per-selling location level using the causal event calendar, by identifying one or more events applicable to an item-selling location pair and using the event type identifiers for the applicable events to identify one or more likely automatically select a demand modifier to apply impacts and, in combination with other data in the event data tuple, to modify demand projections during the event; and

generating, from results of the forecasting using the causal event calendar

consistently across analytical tools, analytical reports that include at least some detail at the per-item, per-selling location level support retailing activities.

97. (Previously presented) The method of claim 96, further including as event types with corresponding event type identifiers, events involving decisions by a retailer and exogenous factors, wherein

the decisions by the retailer include price promotions, advertising promotions, promotions of substitute or complementary products, removal of substitute or complementary products from a selling assortment, and new product introduction; and

the exogenous factors include approaching holiday events, seasonal events, and special events in a city that increase customer traffic at a selling location.

98. (Previously presented) The method of claim 96, wherein generating analytical reports consistently using the causal calendar data structure further includes reports to support:

ordering items from suppliers,

allocating item inventory for seasonal or fashion items received from suppliers among selling locations,

distributing items from a distribution center to selling locations,

bottom-up planning of sales, on-hand inventory and receipt of items into inventory,

top down planning that aggregates items at levels higher than individual items,

open to buy management reports that compare future inventory levels aggregated to a department level or higher with budgeted levels of inventory investment, and

markdown management that recommends timing and level of markdowns of seasonal or fashion items in order to sell out available inventory by a

predetermined out date.

99. (Previously presented) The method of claim 97, wherein generating analytical reports consistently using the causal calendar data structure further includes reports to support:

- ordering items from suppliers,
- allocating item inventory for seasonal or fashion items received from suppliers among selling locations,
- distributing items from a distribution center to selling locations,
- bottom-up planning of sales, on-hand inventory and receipt of items into inventory,
- top down planning that aggregates items at levels higher than individual items,
- open to buy management reports that compare future inventory levels aggregated to a department level or higher with budgeted levels of inventory investment, and
- markdown management that recommends timing and level of markdowns of seasonal or fashion items in order to sell out available inventory by a predetermined out date.